

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |  |  |                                     |
|---|--|--|-------------------------------------|
| SUBMISSION TYPE:  | NEW ASSIGNMENT                               |  |                                     |
| NATURE OF CONVEYANCE:   | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |  |                                     |
| CONVEYING PARTY DATA  |  |  |                                     |
| Name  | Formerly                                     | Execution Date                           | Entity Type                         |
| Buy Greek Art   |  | 05/14/2013                               | SOLE PROPRIETORSHIP: NORTH CAROLINA |
| RECEIVING PARTY DATA  |  |  |                                     |
| Name:   | Las Vegas Convention and Visitors Authority  |  |                                     |
| Street Address:   | 3150 Paradise Road                           |  |                                     |
| City:   | Las Vegas                                    |  |                                     |
| State/Country:  | NEVADA                                       |  |                                     |
| Postal Code:  | 89109  |  |                                     |
| Entity Type:  | STATE AGENCY: NEVADA                         |  |                                     |
| PROPERTY NUMBERS Total: 1   |  |  |                                     |
| Property Type   | Number                                       | Word Mark                                |                                     |
| Registration Number:  | 3450635                                      | WHAT HAPPENS AT THE GREEK FESTIVAL . . . |                                     |
| CORRESPONDENCE DATA   |  |  |                                     |
| Fax Number:   | 7023828135                                   |  |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |  |                                     |
| Phone:  | 7023822101                                   |  |                                     |
| Email:  | lvpto@bhfs.com                               |  |                                     |
| Correspondent Name:   | Julie Obermeyer                              |  |                                     |
| Address Line 1:   | 100 N. City Parkway, Suite 1600              |  |                                     |
| Address Line 4:   | Las Vegas, NEVADA 89106                      |  |                                     |
| ATTORNEY DOCKET NUMBER:   | 22395  |  |                                     |
| NAME OF SUBMITTER:  | Erin E. Lewis                                |  |                                     |
| Signature:  | /Erin E. Lewis/                              |  |                                     |
| Date:   | 07/22/2013                                   |  |                                     |
| Total Attachments: 1<br>source=Assignment - Reg. No. 3450635#page1.tif  |  |  |                                     |

CH \$40.00 3450635

### TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is dated as of April \_\_, 2013 ("Effective Date") between Buy Greek Art, a sole proprietorship with an office at 217 Scenic Drive, King, North Carolina ("Assignor"), and Las Vegas Convention and Visitors Authority, a state agency of Nevada with an office at 3150 Paradise Road, Las Vegas, Nevada 89109 ("Assignee").

WHEREAS, Assignor owns the trademark WHAT HAPPENS AT THE GREEK FESTIVAL STAYS AT THE GREEK FESTIVAL (the "Mark") identified in the federal trademark registration listed below (the "Registration").

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, all of Assignor's right, title and interest in the Mark and the Registration.

| Trademark   | Registration No. | Registration Date |
|---|------------------|-------------------|
| WHAT HAPPENS AT THE GREEK FESTIVAL<br>... STAYS AT THE GREEK FESTIVAL | 3,450,635        | June 17, 2008     |

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and set over to Assignee its successors and assigns Assignor's entire right, title and interest in and to the Mark and the Registration, together with the goodwill of the business connected with and symbolized by the Mark and any renewals and extensions of the Registration that are or may be secured under the laws of the United States, together with any right to sue for past claims, including infringement and dilution, in, under and to the Mark.

IN TESTIMONY WHEREOF, Assignor has caused this agreement to be executed effective as of the Effective Date.

BUY GREEK ART

Martha Kontos

By: Martha Kontos

Its: Owner/Sole Proprietor

Date: 5/14/13

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